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MEDIA RELEASE

ESPLANADE
ARTS & HERITAGE CENTRE

401 FIRST STREET SE | MEDICINE HAT, AB | T1A 0W2 | 403.502.8560

HOLD FOR RELEASE UNTIL
4 a.m., May 29, 2008

SUMMER SEASON FOR ESPLANADE THEATRE INCLUDES PAT BENATAR, PETER FRAMPTON AND MORE

Medicine Hat – The Esplanade Arts and Heritage Centre announced its summer performance schedule, presented by ATB Financial, today. **Tickets go on sale Friday, June 6 at 10 a.m. for the following performances:**

- **PETER FRAMPTON** – JULY 22 (with VIP Dress Circle)
- **TODD BUTLER** – AUGUST 8
- **PAT BENATAR** – AUGUST 19 (with VIP Dress Circle)
- **JEFF MARTIN** – AUGUST 24
- **NORM MACDONALD** – SEPTEMBER 9
- **BEN HEPPNER** – SEPTEMBER 14
- **MEDICINE HAT MUSICAL THEATRE'S FOOTLOOSE** – NOVEMBER 14-22

New this year is the addition of a *VIP Dress Circle* for selected shows. A *Dress Circle* is a curved section or tier of seats in a theater or opera house; usually the first section around the apron or above the orchestra.

"*Dress Circles* are common in many theatres," says Paul Heywood, Director of Theatre Operations. "Seats in the *Dress Circle* usually have a slightly higher ticket price, but often come with added benefits similar to what we're offering with Peter Frampton and Pat Benatar."

Moxie's Classic Grill will be hosting a pre-performance party for all *Dress Circle* ticket holders on the Esplanade Terrace, on July 22 before Peter Frampton and August 19 before Pat Benatar.

Tickets are available at:

- Esplanade Box Office, 401 First Street SE
- Medicine Hat Mall Customer Service Desk
- By phone at 403.502.8777
- Online at www.tixx.ca

Esplanade members can purchase a limited number of tickets in advance starting Thursday, June 5 at 10 a.m. There will be caps on all advance sales to ensure a sufficient number of tickets are available to the public.

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Attached: Backgrounder – Esplanade Theatre Summer Line-up – Descriptions and Bios
For further information, please contact:

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A family of Medicine Hat The Gas City

Alberta's TOP 35 EMPLOYERS 2008